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Dear Sarah,

I talked with John Murphy and he says that he can not make any money out of selling privately printed books basically because no advertisement and promotion - He also brought up the problem of collection vs. sales or the time lapse problem when he had to have money tied up in inventory or accounts receivable. He indicated that a discount up to 60% would be a good motivating factor for distributors and you might consider this. Of course the fully returnable angle is important - Hope I have helped you some -

Paul